

## ABSTRACT

*The development of information and communication technology (ICT) has reached the Industry 5.0 era, transforming the economy, manufacturing, and daily life with advanced technologies such as AI, IoT, big data, and robotics. Internet users are increasing, with 221 million users in Indonesia by 2023. Digital transformation is increasing the use of digital wallets, such as DANA, which is currently a popular payment method in Indonesia, displacing cash payments and bank transfers.*

*This study was conducted on consumers and have used DANA digital wallet services who live in Semarang. A total of 141 respondents were used as samples in this study. Data collection was carried out through an online questionnaire with a purposive sampling method using the SEM (Structural Equation Model) analysis tool which was operated using the AMOS (Analysis of Moment Structure) 24 software program.*

*The purpose of this research is to produce findings that are consistent with the proposed research model. In this study, the Stimulus-Organism-Response (SOR) theory was applied to explain the role of social media marketing activities and AI marketing activities (stimulus) on brand experience (organism), which affects consumer-based brand equity (response).*

*The findings in this study show that the variables of Social media marketing activities and AI marketing activities have a positive and significant effect on Brand experience, Brand experience variables have a positive and significant effect on Consumer-based brand equity and Social media marketing activities and AI marketing activities have a positive and significant effect on Consumer-based brand equity.*

*Keywords: Social media marketing activities, AI marketing activities, Brand experience, Consumer-based brand equity*